

TEMITAYO FAYEMI

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Unique combination of technical, business, and communication skills with over 6 years of experience. Versatile background including web, graphics, marketing/social media, writing/editing, and research.

SUMMARY OF ACCOMPLISHMENTS

- Redesigned and maintained the employee newsletter (distributed to approx. 3000 employees) from a print format to an electronic format saving the organization approximately \$15k in annual printing costs
- Created communications plan for promotional videos that gained over 6k views (YouTube) within a one-week time span and over 10k views overall
- Received top awards from local, state and national public relations and communications organizations for both graphic design and social media

AWARDS

Click for the Stars (social media campaign) - 2011

- 3CMA Savvy Award, Digital/Interactive: Social Media - Specific Event
- Florida Public Relations Association Golden Image Award and Judge's Award, Audio/Visual Tools of Public Relations: Electronic Communications
- Florida Public Relations Association Capital Chapter Image Award, Audio/Visual Tools of Public Relations: Electronic Communications

FAMU Way Community Breakfast Postcard Invitation (graphic design) - 2010

- 3CMA Savvy Award, Other Graphic Design: Publications/Advertising and Other
- Florida Public Relations Association Capital Chapter Image Award, Printed Tools: Other

SOFTWARE/APPLICATIONS

- Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver
- XHTML/CSS (hand code), ColdFusion, JavaScript/jQuery, PHP, MySQL, FTP; Database administration; Google Analytics
- Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook); OpenOffice
- Wordpress; ExpressionEngine; Tumblr
- HootSuite; TweetDeck; CoTweet

WORK EXPERIENCE

Public Information Specialist (Web)/Social Media Coordinator

City of Tallahassee, Tallahassee, FL, 03/06 – present

- Maintained organization website (Talgov.com)
- Created designs for various marketing efforts. Managed, coordinated print production and mailing with vendors, including bids and pre-press.
- Created content for, marketed and monitored organization's social media use. Reviewed, approved and monitored other departments' social media use.
- Reviewed and approved proper use of organization's logo for both internal and external clients.

Office Assistant/Technical Support

Central Florida Pediatrics Intensive Care Specialists, Orlando, FL, 03/04 – 02/06

- Created and maintained safety program and training manuals for the office (staff of 20).
- Researched and presented solutions to various technical and marketing issues.
- Installed, set up, and repaired various hardware and software.

Strategy/Sales Intern

MindComet, Maitland, FL, 08/05 – 12/05

- Contributed to marketing brainstorming sessions and the creation and implementation of interactive marketing plans.
- Conducted market research for use in sales proposals.
- Wrote press releases and contributed entries to the marketing blog.

ADDITIONAL EXPERIENCE

Freelance Designer/Owner, AllTayo.com, 04/06 - present

- Provided web and graphic design services for a variety of clients including individuals, small businesses and non-profit organizations.
- Work includes: logos, business cards, CD packaging, wedding invitations and programs, PowerPoint presentations.

VOLUNTEER EXPERIENCE

- **Publicity Chair/Webmaster**, Nigerian Union Of North Florida (NUNF), 04/07 – present
- **Information Technology Officer/Webmaster**, Community Empowerment Organization (CEO), 07/07 – 03/10
- **Treasurer/Webmaster/Vice President**, African Association at the University of Central Florida, Orlando, FL, 07/04- 12/05

EDUCATION

- **Master of Arts, Mass Communications**, 04/06, University of Central Florida (UCF)
- **Bachelor of Science, Management Information Systems (MIS)**, 05/03, Florida State University (FSU)

MEMBERSHIPS AND PROFESSIONAL TRAINING

- City-County Communications and Marketing Association (3CMA)
- National Association of Photoshop Professionals (NAPP)
- International Webmasters Association/HTML Writers Guild (IWA/HWG)
- Business and Marketing Writing (Tallahassee Community college)
- Beginner and Advanced ColdFusion Training (Computer Tutors USA)

REFERENCES AVAILABLE ON REQUEST